



Product and Technology Communications

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The Audi A8 is the “World Luxury Car 2018”

- **Flagship model wins prestigious award**
- **Ninth victory for Audi in the World Car Awards**
- **Audi Board Member for Development Peter Mertens: “The Audi A8 is an innovation driver for our entire industry.”**

Ingolstadt/New York, March 28, 2018 – The Audi A8 is the “World Luxury Car 2018.”

The win underscores the status of the brand’s flagship as the embodiment of “Vorsprung durch Technik.” The award ceremony took place Wednesday at the New York Auto Show.

In their decision, the 82 jury members from 24 countries assessed not only the emotional appeal, passenger comfort and safety, but also environment aspects as well as driving performance, market relevance and price-performance ratio. The Audi A8 prevailed against two competitors in the final elimination round. This marks the ninth overall victory for the brand with the four rings in the World Car Awards.

“This award is a special honor for us and our flagship,” explained Peter Mertens, Board Member for Development at AUDI AG. “The new Audi A8 is an innovation driver for our entire industry. It sets new standards in automotive engineering with its innovative touch control system, consistent, broad electrification and the technical conditions for conditional automated driving.”

The Audi A8 is being built at the Neckarsulm site and has been available in dealerships since November 2017. Its base price is EUR 90,600. In addition to its select materials and handcrafted-level build quality, its highlights include high-end equipment like the HD Matrix LED headlights with Audi laser light, dynamic all-wheel steering and the relaxation rear seat package with foot massage.



Audi victories in the World Car Awards

2005	Audi A6	World Car of the Year
2007	Audi RS 4 Audi TT	World Performance Car World Car Design of the Year
2008	Audi R8 Audi R8	World Performance Car World Car Design of the Year
2010	Audi R8 V10	World Performance Car
2014	Audi A3	World Car of the Year
2016	Audi R8*	World Performance Car
2018	Audi A8	World Luxury Car

*Fuel consumption of the Audi R8:

Combined fuel consumption in l/100 km: 13.6 - 12.4 (17.3 - 19.0 US mpg);

Combined CO₂ emissions in g/km: 309 - 283 (497.3 - 455.4 g/mi)

- End -

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.